

Talbot County Tourism Board
Meeting Minutes
Wednesday, February 12, 2020
8:30 a.m.
215 Bay Street, Conference Room #1, Easton, MD 21601

I. Call to Order

Vice chairperson Kim Weller called the meeting to order at 8:30 a.m.

Board Members Present: Judy Bixler (by phone), John Booth, Kelley Cox, Angela Eade, Ian Fleming, Harold Klinger, Jeff Schneider, Ben Simons, Kim Weller, and Cassandra Vanhooser

Board Members Absent: Laura Price, Mark Salter, Al Silverstein,

Staff: Sam Shoge

Visitor: Emily Stevenson, Chesapeake Bay Magazine

Recording Secretary: Candace Harris

II. Approval of Minutes

Minutes from the December meeting were presented. Jeff Schneider moved that the minutes be accepted as written. John Booth seconded the motion, which passed by unanimous vote.

III. Old Business

Travel Guide: Ms. Vanhooser introduced Emily Stevenson, the new sales person for *Chesapeake Bay Magazine*. Emily spoke to the group about her qualifications regarding advertising sales and noted that she will be in charge of sales for the 2020 Travel Guide. Ms. Vanhooser asked the board if they wanted to open up the advertising to the real estate companies. The board discussed and decided to revisit it next month. Ms. Vanhooser thanked the board members who have businesses for buying advertisements in the guide.

Frederick Douglass Park: The Frederick Douglass committee has sent out an invitation to a group of stakeholders for a meeting on February 19, 2020, at 6:00 p.m. at the BAAM building. This meeting is to ask the stakeholders to invite the African American community to become a part of the Frederick Douglass Park on the Tuckahoe project. The stakeholders will also meet with the consultants. There will be a follow up public meeting on Monday March 16, 2020.

IV. New Business

Tourism Day: Ms. Vanhooser reported that Tourism Day is Friday, February 14, 2020. We have scheduled appointments to meet with our representatives Addie Eckardt, Johnny Mautz, and Chris Adams. If you plan on going and have not registered, please do so today. Mr. Simmons also reported that Thursday, February 13, 2020, is Arts Day in Annapolis. The Governor did increase the Tourism budget by half a million dollars this year, and we want to thank the legislators.

Ms. Vanhooser also noted that Taste of the Eastern Shore is at the Annapolis Graduate Hotel on Thursday evening, February 13 at 5:30 p.m. The Department of Economic Development and Tourism are sponsoring this event again this year. Ms. Vanhooser encouraged everyone to attend.

Economic Development Day: Mr. Shoge also announced that Economic Development Day in Annapolis is February 18, 2020.

HB135: Mr. Simmons reported on Bill HB135 sponsored by Delegates Lierman, Boyce, Forbes, Hettleman, R. Lewis, McIntosh, and Rosenberg. This is in addition to the Maryland Arts Council funding and is addressing capital needs such as building maintenance and building systems. Mr. Simons asked that the board advocate for this bill.

Ms. Vanhooser reported that there is a bill again this year that would open up the marketing grant funding that Destination Marketing Organizations get to other entities. Also, there is a bill to create a task force to study the Tourism Industry for two years to identify barriers to diversity and inclusion in the industry. A number of bills have also been introduced to discontinue incentives that are offered to businesses by the Department of Commerce including Enterprise Zones and Arts & Entertainment Districts. Ms. Vanhooser will send out all the bills that we are watching to the Board members so they can take a position on them.

Ms. Vanhooser worked the Maryland booths at the Great American Outdoor Show the first weekend in February as part of the State's Fish and Hunt Maryland initiative. She noted that the guides from Talbot County were all talking about several bills that would allow Sunday hunting. Johnny Mautz asked Ms. Vanhooser to consider taking a position on the waterfowl hunting bill. Mr. Schneider made a motion that the Tourism Board oppose Sunday hunting for waterfowl. John Booth seconded the motion, which passed unanimously. Ms. Vanhooser will reach out to DNR about this issue.

- V.** Representatives from each of the towns reported on news and events taking place in their jurisdictions.
- VI.** Adjournment: The meeting adjourned at 9:48 am. The next meeting will be held on March 11 at 8:30 a.m.